MATERIAL CHANGE REPORT

1. Name and Address of Company:

   Lands End Resources Ltd. (the "Company")
   Suite 240, 340 – 12th Avenue S.W.,
   Calgary, Alberta T2R 1L5

2. Date of Material Change:

   January 28, 2010

3. News Release:

   A news release was disseminated via Stockwatch on January 28, 2010 a copy of which has also been filed on SEDAR.

4. Summary of Material Change:

   The Company wishes to acknowledge that on October 23, 2009, a Civil Claim was commenced in the Provincial Court of Alberta against Lands End by Newalta Corporation ("Newalta"). Newalta is claiming $8,076.16 for alleged unpaid invoices for services provided to Lands End in November and December of 2008. Lands End intends to defend the claim.

   On June 18, 2009, a Statement of Claim was commenced in the Court of Queen's Bench of Alberta against Lands End, and other defendants, by Savanna Well Servicing Inc.

5. Full Description of Material Change

   Please refer to the press release attached hereto as Schedule "A"

6. Reliance on subsection 7.1(2) or (3) of NI 51-102:

   Not applicable

7. Omitted Information:

   None

8. Executive Officer:

   David Harrison
   President
   403-532-8755

9. Date of Report:
   January 29, 2010

SCHEDULE “A”

NEWS RELEASE

LANDS END RESOURCES LTD. Q2 2009 INTERIM FINANCIAL STATEMENTS AND MD&A PROVIDES CORPORATE UPDATE

January 27th, 2010, Calgary, Alberta: Lands End Resources Ltd. (“Lands End” or the “Company”), (CNSX: LND) is pleased to announce that it has filed its unaudited interim financial statements and Management's Discussion and Analysis for the three and six months ended November 30th, 2009. These documents and additional information about the Corporation are available for viewing on the SEDAR site, at www.sedar.com

CORPORATE UPDATE

Lands End Resources continues to develop a workover program for wellsite reenhancement alternatives for its Cardium well interests at Edson, Alberta. The Corporation’s strategy is to use existing well control, updated core analysis and the availability of lower cost completion techniques and specialized fluids that are proven to be better suited to its current Cardium well interests.

Having reviewed several existing technologies that have improved reservoir drainage and pool delineation through secondary reenhancement and reservoir stimulation, Lands End has identified a proven radial drilling technology that is an extremely economical alternative to secondary fracing and reservoir stimulation. This is a science that we intend to apply to our interests at Edson, Alberta, and that we believe will add valuable oil production and proven and probable recoverable reserves to the Company.

It is the Company’s intention to maximize our current petroleum and natural gas production by developing a low cost reenhancement program. The Company is optimistic that its first candidate well should commence within the first quarter of 2010.

MATERIAL DISCLOSURE

The Company wishes to acknowledge that on October 23, 2009, a Civil Claim was commenced in the Provincial Court of Alberta against Lands End by Newalta Corporation (“Newalta”). Newalta is claiming $8,076.16 for alleged unpaid invoices for services provided to Lands End in November and December of 2008. Lands End intends to defend the claim.

On June 18, 2009, a Statement of Claim was commenced in the Court of Queen’s Bench of Alberta against Lands End, and other defendants, by Savanna Well Servicing Inc. (“Savanna”). Savanna claims that it is entitled to payment in the amount of $111,113.63 from the defendants for labour, materials and equipment supplied by Savanna, which amount has not been paid. On July 23, 2009, Savanna filed a Praecipe to Note Lands End in Default for failing to file a Statement of Defence. On July 13, 2009, one of the defendants in the action, Petenco Resources Ltd. (“Petenco”) filed a Statement of Defence as well as a Counterclaim against both Savanna and Lands End claiming special damages in the amount of $290,005.00 for costs incurred to remediate wells that were allegedly damaged, general damages in the amount of $171,600 in relation to alleged loss of or decreased production from its wells, and a further amount of $1.8 million in relation to an alleged loss of a business opportunity for Petenco to sell its interests in certain wells. On September 16, 2009, Petenco filed an amendment to its Counterclaim pursuant to which Petenco added Decca Consulting Ltd. (“Decca”) as a defendant in its Counterclaim. As a result, Petenco claims such damages set forth above from Savanna, Lands End and Decca, jointly and severally. Lands End intends to defend the claims.

Forward-Looking Information

Information provided herein contains forward-looking statements. The reader is cautioned that assumptions used in the preparation of such information, which are considered reasonable by Lands End Resources Ltd. at the time of preparation, may prove to be incorrect. Actual results may vary from the information provided and the variations could have a material effect. There is no representation by Lands End Resources Ltd. that actual results achieved will be the same in whole or in part as those indicated in the forward-looking statements.

ABOUT LANDS END RESOURCES LTD.

Lands End Resources Ltd. is a Canadian oil and gas exploration, development and production company with producing assets in Southern and West Central Alberta. The Company's primary focus is reenhancement and exploitation of its Cardium well interests through the use of an economical "Radial Drilling" technology. This economical and proven technology will enable the Company to increase the reserves and production in its land holdings in the Edson, Alberta region.

For further information, please contact:

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